



ALL THIS INFO.....  
NOW WHAT?

PERSONAS IN SUBSTANCE USE

What are personas?  
Why would we use personas?

SO.....

we distinguish 3 groups of young adults

not yet personas, but they will be

All interviews transcribed and labeled in MAXQDA  
Analysis of several labels

Reasons and triggers for use

Specific substance used

context of substance use

Latent Class Analysis - LCA  
Systematic review of literature

SMOKERS

D-BUNNIES

SPACE COWBOYS

BINGERS

BISCUITS

WINE ON THE COUCH

LEMONADE

NO WAY

YEAHYEAHYEAHS

PERSONAS IN SUBSTANCE USE

Martha de Jonge  
Trimbos Institute  
The Netherlands

10-DEPSO INTERVIEW  
BY YOUNG ADULTS (18-30)  
APPROXIMATELY 2 MONTHS

THANKS FOR YOUR ATTENTION!

classes found in LCA studies  
mostly based on substance used

- no alcohol, no drugs
- alcohol
- alcohol and cannabis
- alcohol, cannabis, amphetamines
- cannabis, cocaine, hallucinogens
- alcohol, cannabis, amphetamines
- ecstasy, cocaine, hallucinogens and prescription drugs





# PERSONAS IN SUBSTANCE USE

Martha de Jonge  
Trimbos Institute  
The Netherlands





# PERSONAS IN SUBSTANCE USE

What are personas?  
Why would we use personas?






# Latent Class Analysis - LCA

## Systematic review of literature





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- no alcohol, no drugs
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**IN-DEPTH INTERVIEWS**

**41 YOUNG ADULTS (18-25)**

**APPROXIMATELY 2 HOURS**

initial use (first time), current use of alcohol and other substances, reasons, triggers, associations, benefits and drawbacks of use, context of use, (perceived) social norms, facilitators and barriers to cessation, self efficacy, risk perception, benefits and drawbacks of cessation, etcetc



# ALL THIS INFO..... NOW WHAT?

All interviews transcribed and labeled in MAXQDA  
Analysis of several labels

Reasons and triggers for use



Specific substance used



context of substance use





SO.....

we distinguish 9 groups of young adults

not yet personas, but they will be









# SMOKERS





# D-BUNNIES





# SPACE COWBOYS

WINE ON THE COUCH



Prezi










# BINGERS



A vibrant, cartoon-style illustration of a tropical landscape. In the center, a white building with a blue arched doorway stands on a green hill. To the left, a palm tree with a yellow trunk and green fronds is visible. To the right, a large, stylized sun with a blue face and yellow rays is partially obscured by green palm fronds. The background is a mix of green hills and a white sky with blue accents. A semi-transparent yellow rectangle is overlaid in the center, containing the word 'BISCUITS' in a bold, black, rounded font.

# BISCUITS



**SPACE COWBOYS**

**WINE ON THE COUCH**

**YEAH YEAH YEAHS**





**SMOKERS**

**D-BUNNIES**

**SPACE COWBOYS**

**BINGERS**

**BISCUITS**

**WINE ON THE COUCH**

**LEMONADE**

**NO WAY**

**YEAHYEAHYEAHS**



# LEMONADE





**NO WAY**



**WINE ON THE COUCH**

**YEAH YEAH YEAHS**





**SMOKERS**

**D-BUNNIES**

**SPACE COWBOYS**

**BINGERS**

**BISCUITS**

**WINE ON THE COUCH**

**LEMONADE**

**NO WAY**

**YEAHYEAHYEAHS**





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